



Lakeland Automall Attributes 20% of sales to DealActivator

CHALLENGE

Danielle Klonecki, Business Development Director at Lakeland Automall in Florida was looking to bring a solution to the store in hopes of increasing their overall sales. Lakeland Automall had been using a newer solution because of the advancements with platforms, reporting abilities and customization. Even with the new features, Lakeland Automall did not progress with their existing equity customers. “We were paying double for an equity mining tool that didn’t double results,” Danielle said. Lakeland Automall paid double the price without any results for about a year before returning to DealActivator.

SOLUTION

Before DealActivator, Lakeland Automall did not see the support they were hoping for. They had hit a plateau with the support and satisfaction. “The prior company’s equity mining solution would not work with the processes we had in place and didn’t have any ‘out of the box’ ideas. The tool we were using was too robust. The data got messy and it just wasn’t clean, simple and to the point,” Danielle adds.

RESULTS

“Being in this business for over 10 years and working with a countless number of third parties, I have come to the conclusion that a dealer’s success with any particular tool, relies largely on the support received from their staff,” Danielle states. Since being back with DealActivator, Lakeland Automall has gone from 7.86% in sales attributed to equity mining efforts to just under 20% and climbing. Lakeland Automall continues to prospect customers in all of their departments, including BDC, Sales and the Service Drive. “Our store has rock solid processes in place already and the DealActivator team brings our success to the next level,” reaffirms Danielle.

Contact us today to get results at every turn on the road to success.

Call: 877.421.1040

Visit: www.DriveDominion.com

“Since being back with DealActivator, Lakeland Automall has gone from a 7.86% in sales attributed to equity mining efforts to just under 20% and climbing”

Danielle Klonecki
Business Development Director
LAKELAND AUTOMALL

PRODUCT USED

○ Dominion DealActivator

Simple and easy-to-use software designed to deliver new streams of highly-qualified equity customers.